

Accomplished Product Executive Eric Cotter Joins SpinCar® as Chief Product Officer

NEW YORK, NY, USA, September 5, 2017 /EINPresswire.com/ -- [SpinCar®](#), the global leader in automotive merchandising tools, today announced that [Eric Cotter](#), an accomplished product executive with a long history of success in the automotive industry, has joined the company as Chief Product Officer. Cotter will be responsible for leading product development as well as ensuring that current products continue to lead the way in innovation.

"The Automotive retail industry has seen a drastic evolution in price and market transparency over the past 15-years, but most shoppers still struggle to discover the key insights they need to complete a transaction online. The lynchpin in this equation is helping dealerships effectively merchandize the appropriate vehicle features and condition, allowing shoppers to gain confidence they have chosen the right vehicle," said Cotter. "I am confident SpinCar is primely positioned to own the lion's share of this process across the shopping experience. I couldn't be more excited to lead the company to a solution that finally delivers the consumer confidence required to unlock a true online transaction," Cotter continued.

Most recently Cotter co-founded CompetitorPro, a competitive intelligence tool for car dealers, along with Steve Greenfield, formerly of Cox Automotive. Prior to that he served as Vice President of Product at TrueCar, responsible for developing consumer and dealer products for TrueCar's used car shopping and trade-in experiences.

Prior to TrueCar, Cotter served as Vice President of Automotive Product & Innovation at Credit Union Direct Lending (CUDL) and before that, as Senior Product Manager of Innovation for Kelley Blue Book, where he and his team researched, built and launched the highly successful Price Advisor tool. From 2006-2009 Cotter held various product management roles within Autobytel, a well-known launching ground for several of today's top automotive executives.

SpinCar's state-of-the-art merchandising solution leverages proprietary technology to build trust with consumers shopping on a dealer, OEM or third party website. The platform automatically converts vehicle photographs into highly-interactive, virtual reality enabled 360° displays with tagged, touchable hotspots. These customizable hotspots can be used to indicate features or faults of a vehicle and gain unprecedented insights about consumer behavior. The 360 degree interior and exterior views can easily be published on any website in under ten minutes and customers can even dive inside the vehicle if they have a virtual reality headset (Gear VR, Google Cardboard or other).

These [360-degree Walkaround](#) VDPs on average produce 42 percent more leads for dealers and



OEMs, while increasing consumer engagement by 56 percent. The seamless interior and exterior spin gives customers the transparency they desire during the car buying process. In addition, SpinCar's Lead Intelligence Reporting includes a set of proprietary reports that provide dealerships with insights into the drivers of their business like never before. By monitoring engagement with hotspot features, SpinCar® helps dealers understand consumer behavior which then drives more efficient, customized sales and marketing strategies.

"It is my pleasure to welcome Eric to SpinCar. We're building a world-class vehicle merchandising platform and are thrilled to have someone with Eric's product experience as a driving force behind this initiative," stated Devin Daly, SpinCar® Co-Founder and CEO. "He has a proven track record of delivering superior products that produce business success and will be critical as we continue to develop our solution," Daly added.

For more information about SpinCar's vehicle merchandising capabilities try a free demo today by visiting: <https://spincar.com/>

About SpinCar:

SpinCar®, based in New York City, is a comprehensive vehicle merchandising platform used by auto dealers in the U.S. and abroad, including several OEMs. SpinCar's Mobile Capture Application increases photographer efficiency by 2X while guaranteeing photographic consistency and promoting higher inventory coverage. The SpinCar 360 Walkaround web display is proven to increase website dwell times and a guaranteed 10% increase in leads by providing a more interactive consumer experience.

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